

REYNOLDS KNIGHT

John Q. Consumer's Pockets One-Third Fuller This Year

Most consumers are more optimistic this year than they were last, about their present and future as well, according to the annual survey by the University of Michigan. This is not so surprising; 34 per cent of them have more money in their pockets this year than they had last.

Of more interest to industry, business and banking, is the fact that 42 per cent of the consumers expect business to be generally good for five years. That's half again as many as felt that way last year. The number who feel this is a good time to buy durable goods has risen from 45 to 55 per cent. Despite the huge number of housing starts in the mean-

while house hunger hasn't abated.

Business' interest in these buyers' views arises not from any particular regard for the consumers' forecasting ability. Business generally hires its own prophets — who are sometimes right and sometimes wrong. But the man who thinks the rainy day is far off is a more receptive buyer. And that's what pleases the seller.

The Michigan survey is a statistician's dream. Only 2000 families — different ones each year — are questioned. The Survey Research Center thinks it has so well categorized the nation that these 2000 can speak for the nation's total 44 million households.

BOMBING THOSE BUGS — The trillions of insects that annually cause \$4 billion damage in the United States, half of it crops, are encountering a record barrage of aerosol insecticide bombs this year, said the American Can Company.

Canco reports that Americans are expected to spend about \$130 million this year for commercial and household type insecticides, fighting some 10 million types of insects that spread disease, ruin crops and damage property, in addition to making nuisances of themselves.

It is estimated that some 50 million gallons of insecticides will be thrown into the fight with a major portion being sprayed from the 50 million aerosol pressure-type cans being produced this year. That's five times as many as were used four years ago.

Canco aerosol cans help housewives, farmers and industrial employes to tackle insects safely and efficiently. The cans were first developed for this use during World War II.

THINGS TO COME — A small electric refrigerator for traveling has space of only 1 1/2 cubic feet, but it makes 162 ice cubes if your entertaining. You can buy a wicker bull's head with wooden horns for practice bull fighting. For do-it-yourselfers there is now a kit with chemicals and stencils for etching initials or designs on glass. A new barbecue cooker is suspended from a single shaft which is driven into the ground.

FURNACE, ANYONE? — Who would think of buying a furnace in the summer? Plenty of people, replies the Gas Appliance Manufacturers Assn. Warm weather, says GAMA, brings a boost in sales of gas-fired furnaces and boilers, with the peak being reached in the dog days of August.

The reason is simple. Thoughtful homeowners buy their heating plants far enough in advance of winter to have them installed with the least possible danger of discomfort

because the heat can't be turned on. When would you have less use for heat than during the present hot spell?

GAMA is matching the Weather Bureau's record of one of the hottest summers ever known with reports that this will probably be a record year for sales of gas-fired heating equipment. In June, sales of gas-fired boilers were up 11.9 per cent from June, 1954, while gas-fired warm air furnaces racked up a startling 33.2 per cent increase for June, and 40.3 per cent for the first six months of the year.

PLENTY OF MEAT — Last week began with prices of live hogs in Chicago a bare cent a pound above the postwar low of 16 cents, reached in 1946. For July or August, it was a nine-year low.

There were two reasons for the low quotation. First, pig population is high; even in this between-season period some farmers have more hogs than they wish to carry on their acreage, especially since the Midwest drought is drying up farm supplies of water. Second, the hot weather that accompanies the drought is choking off demand; few of us associate a delicious brown pork roast and gravy with the weather we've been having.

While cooler weather will bring an upsurge in demand, this fall's expected big corn crop will finish off more hogs for market, too. Hence prices are expected to dip to perhaps 15 cents by October.

Cattle prices are low, too. Good steers, fattened in Corn Belt feedlots, can be had for 23 cents a pound on the hoof.

BITS O' BUSINESS — Department store sales continue to hold up at 10 to 12 per cent above totals for the like period of last year. Aluminum ingot prices were raised 12 cents a pound last week. Steel output last week was scheduled at 94.4 per cent of capacity. Some industry observers doubted it would better the 90.7 per cent of the previous week; too hot, too little scrap



WE HAVE A COMPLETE SHOP ON WHEELS, A MOBILE UNIT IN WHICH WE CARRY MORE EQUIPMENT AND STOCK MORE PARTS THAN MANY STORES! OUR TECHNICIAN COMES TO YOUR HOME PREPARED TO REPAIR YOUR TV SET.

NO FIX -- NO PAY

DAY - NIGHT - SUNDAY Same Low Charge

FA 8-6110

Advertisement for Southwest Savings and Loan Association featuring a car and text: 'MORE EARNING MILEAGE FROM YOUR SAVINGS at Southwest! Yes, your dollars earn more dollars at Southwest—3 1/2% yearly. And your savings are insured up to \$10,000.'

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So roomy... so well organized

Servel Gas Ice-Maker Refrigerator holds plenty — and keeps everything in its place

The Servel Gas Refrigerator gathers in even the biggest week-end shopping. And there's a place for everything—including "balky" left-overs. Look over the features. And remember, with Servel, you enjoy the silence of Gas refrigeration.

SOUTHERN CALIFORNIA GAS COMPANY

Advertisement for Servel Gas Ice-Maker Refrigerator listing features: 'AUTOMATIC ICE-MAKER, Ice-Circles without trays, automatically. Just wash in for one or a handful. Perfect for lead desserts, drinks, chilled salads.' 'IN-A-DOR STORAGE and Butter Keeper. Fits small items at your fingertips. Chest keeps full pound of butter fresh and spreadable.' 'ROLL-OUT SHELVES. Food slides to you on anti-smooth, nylon rollers. Shelves are fully adjustable—backshelves are always easy to reach.'

Only GAS gives you a refrigerator different from all others

Advertisement for Chase & Sanborn Coffee (69c) and Wilshire Club Assorted Soda POP (5c).

SPECIAL VALUES AWAIT YOU IN OUR SUPER FOOD MARKET

Advertisement for Green Beans (10c) and Lemonade (3 for 25c).

Advertisement for Roast Meats (25c, 33c, 39c) with an image of a roast.

Advertisement for Fresh Ground Beef (3 lb. pkg. 69c), Armour's Columbia Sliced Bacon (45c), and Armour's Star Link Sausage (1-lb. pkg. 53c).

Advertisement for Beef, Pork, and Veal (45c) with an image of a meat dish.

Advertisement for Bonelless Beef Stew (59c) and Armour's Star Smoked Picnics (35c).

Large advertisement for Roth's liquor featuring Kentucky Straight Whiskey (\$3.69) and 90 Proof London Dry Gin (\$3.19). Includes store address and phone number.

SAVE at ROTH'S! STOP-SHOP-SAVE at ROTH'S! STOP-SHOP-SAVE at ROTH'S! STOP-SHOP-SAVE at ROTH'S!